LISTING OF CLAIMS

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Please amend the claims as follows:

1.   (Currently Amended)   An Internet delivery method delivering electronic information products to a plurality of users via the Internet, the method comprising:

storing a plurality of display formats in a database, said display formats including at least a default display format and a custom display format;

storing information indicating whether one or more of said plurality of users is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;

determining, upon a valid authentication of a user from said plurality of users, whether the authenticated user is said specific type of user; [[and]]

delivering, upon determination that the authenticated user is said type of user, a system display page formatted in said custom display format, said system display including a list of one or more electronic information products;

delivering, upon determination that the authenticated user is not said specific type of user, the system display page formatted in said default display page format;

receiving a request for an electronic information product from said one or more electronic information products listed on said system display page;

formatting, upon determination that the authenticated user is said specific type of user, said electronic information product to a customized version corresponding to said custom display format via retrieving one or more information items from said one or more content databases;

delivering, upon determination that the authenticated user is said specific type of user, [[a]] said customized version of [[an]] said electronic information product ~~formatted in said custom display format, said electronic information product including information retrieved from the one or more content databases the specific type of user is authorized to access~~; and

delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product or another electronic information product formatted in said default display format.

2.   (Previously Presented) The method of claim 1, wherein the information indicating whether the user is the specific type of user comprises subscription account information.

3.   (Previously Presented) The method of claim 1, wherein there are a plurality of user types and a plurality of custom display formats, each custom display format from said plurality of custom display formats corresponding to at least one user type from said plurality of user types.

4.   (Original) The method of claim 3, wherein said plurality of custom display formats comprises custom display formats in different languages.

5.   (Original)   The method of claim 1, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

6.   (Previously Presented)   The method of claim 1, wherein the customized version of the electronic information product is transmitted to a wireless device.

7.   (Previously Presented)   The method of claim 6, further comprising:

recognizing that the customized version of the electronic information product is to be transmitted to a wireless device; and

transmitting the customized version of the electronic information product formatted in a customized display format appropriate for the wireless device.

8.   (Original) The method of claim 1, wherein the electronic information products comprises healthcare information.

9.   (Original)   The method of claim 1, wherein the user's use of the method is tracked.

10. (Currently Amended) An Internet delivery system adapted to deliver electronic information products to a plurality of users via the Internet, the system comprising:

one or more content databases storing data or other information for electronic information products; and

one or more modules configured to:

determine, upon a valid authentication of a user from said plurality of users, whether the authenticated user is a specific type of user,

deliver, upon determination that the authenticated user is said type of user, a system display page formatted in a custom display format, said system display page including a list of one or more electronic information products;

deliver, upon determination that the authenticated user is not said specific type of user, the system display page formatted in a default display format;

receive a request for an electronic information product from said one or more electronic information products listed on said system display page;

format, upon determination that the authenticated user is said specific type of user, said electronic information product to a customized version corresponding to said custom display format via retrieving one or more information items from said one or more content databases;

deliver, upon determination that the user is said specific type of user, [[an]] said customized version of said electronic information product ~~formatted in a custom display format to said authenticated user the electronic information product customized with a subset of data or other information stored in the one or more content databases~~, and

deliver, upon determination that the user is not said specific type of user, said electronic information product or another electronic information product formatted in a default display format.

11. (Previously Presented) The system of claim 10, wherein information indicating whether the authenticated user is said specific type of user comprises subscription account information.

4

12.   (Previously Presented) The system of claim 10, wherein there are a plurality of user types and a plurality of custom display formats, each custom display format from said plurality of custom display formats corresponding to at least one user type from said plurality of user types.

13.   (Original) The system of claim 12, wherein the plurality of custom display formats comprises custom display formats in different languages.

14.   (Original) The system of claim 10, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

15.   (Previously Presented) The system of claim 10, wherein the electronic information product is transmitted to a wireless receiving device.

16.   (Original) The system of claim 15, wherein electronic information product is transmitted wirelessly.

17.   (Original) The system of claim 15, wherein the electronic information product is transmitted by cradle synchronization.

18.   (Previously Presented) The system of claim 10, wherein said one or more modules are further configured to perform healthcare related functionality and deliver healthcare information.

19.   (Original) The system of claim 10, wherein the user's use of the system is tracked.

20.   (Currently Amended) A method of delivering electronic healthcare information products to a plurality of users via the Internet, the method comprising:

        storing a plurality of custom display formats in a database, each of the plurality of custom display formats associated with a user category from a plurality of user categories;

        storing subscription account information authorizing access to one or more content databases and including information indicating a user category with which each user from said plurality of users is associated;

        determining, upon a valid authentication of a user from said plurality of users, the user category with which the authenticated user is associated;

delivering, upon determination of the user category with which the authenticated user is associated, a system display page formatted in a custom display format, said system display page including a list of one or more electronic information products;

delivering, upon determination that the authenticated user is not associated with at least one user category from said plurality of user categories, the system display page formatted in a default display format;

receiving a request for an electronic healthcare information product information product from said one or more electronic information products listed on said system display page;

formatting, upon determination of the user category with which the authenticated user is associated, said electronic healthcare information product to a customized version of said custom display format via retrieving one or more information items from said one or more content databases associated with the subscription account;

delivering, upon determination of the user category with which the authenticated user is associated, [[a]] said customized electronic healthcare information product ~~including information retrieved from the one or more content databases associated with the subscription account information~~ to a wireless device of the user, ~~said customized electronic healthcare information product formatted in accordance with the custom display format associated with the determined user category and the wireless device~~; and

delivering, upon determination that the authenticated user is not associated with at least one user category from said plurality of user categories, said customized electronic healthcare information product or another electronic information product formatted in accordance with a default display format.

21.   (Withdrawn) A healthcare information delivery system comprising:

one or more databases having stored therein one or more sets of healthcare-related information and a plurality of display formats, the plurality of display formats including custom display formats associated with particular users of the healthcare information delivery system or categories of users of the healthcare information delivery system;

an authorization module configured to provide access to registered users of the healthcare information delivery system in a customized fashion, including receiving search criteria from the registered users and displaying requested healthcare-related information to the registered users in accordance with those of the custom display formats that are associated with the registered users;

a requesting module configured to receive a set of search criteria from the registered users through the custom display format and search the one or more databases for healthcare-related information corresponding to the set of search criteria; and

a delivery module configured to deliver the healthcare-related information returned from the requesting module to the registered users in accordance with those of the customized display formats that are associated with the registered users.

22.   (Withdrawn) The healthcare information delivery system of claim 21, wherein the requesting module further comprises an interface to a formulary management system.

23.   (Withdrawn) A healthcare information delivery system comprising:

an external content asset database having stored therein a plurality of master document formats and third-party healthcare-related information;

a content management system comprising:

a content repository containing original healthcare-related information stored in one or more electronic databases, and

an online content management system configured to enhance or supplement the original healthcare-related information by combining the original healthcare-related information with one or more portions of the third-party healthcare-related information content from the external content asset database with information requests;

a business information system configured to associate customer account information with a user, the customer account information including a customized presentation display format;

a presentation layer configured to format requested healthcare-related information in accordance with the customized presentation display format; and

a communications module configured to deliver formatted healthcare-related information to a destination device of the user.

24. (Withdrawn) The healthcare information delivery system of claim 23, wherein the destination device is a device selected from the group consisting of a desktop personal computer, a laptop, a mobile telephone, and a personal digital assistant (PDA).

25. (Withdrawn) The healthcare information delivery system of claim 23, further comprising a report module configured to generate reports containing information regarding usage and resources of the healthcare information delivery system.

26. (Previously Presented) The method of claim 1, wherein the custom display format includes a customized interface providing access to one or more databases, products, or functions associated with a set of subscription accounts of the identified specific type of user.

27. (Previously Presented) The method of claim 1, wherein the customized version of the electronic information product includes information gathered from a group consisting of a Physicians Desk Reference content database, proprietary pharmaceutical databases, and healthcare related databases.

28. (Previously Presented) The method of claim 2, wherein the subscription account information includes authorization to access one or more functions associated with the specific type of user, wherein the one or more functions are selected from a group consisting of pharmaceutical inventory management, formulary management, continuing medical education, healthcare related web community servers, and pharmaceutical order and delivery.

29. (Previously Presented) The system of claim 10, wherein the one or more content databases have stored therein one or more sets of healthcare-related information and a plurality of display formats, the plurality of display formats including custom display formats associated with particular users of the Internet delivery system or categories of users of the healthcare information delivery system, and wherein the one or more modules include the following modules:

an authorization module configured to provide access to registered users of the Internet delivery system in a customized fashion, including receiving search criteria from the registered users and displaying requested healthcare-related information to the registered users in accordance with the custom display formats that are associated with the registered users;

a requesting module configured to receive a set of search criteria from the registered users through the custom display format and search the one or more databases for healthcare-related information corresponding to the set of search criteria; and

a delivery module configured to deliver the healthcare-related information returned from the requesting module to the registered users in accordance with those of the customized display formats that are associated with the registered users.

30.   (Previously Presented) The system of claim 29, wherein the requesting module further comprises an interface to a formulary management system.

31.   (Withdrawn) An Internet delivery system comprising:

an external content asset database having stored therein a plurality of master document formats and third-party product information;

a content management system comprising:

a content repository containing original product-related information stored in one or more electronic databases, and

an online content management system configured to enhance or supplement the original product-related information by combining the original product-related information with one or more portions of the third-party product-related information content from the external content asset database with information requests;

a business information system configured to associate customer account information with a user, the customer account information including a customized presentation display format;

a presentation layer configured to format requested product-related information in accordance with the customized presentation display format; and

a communications module configured to deliver formatted product-related information to a destination device of the user.

32.   (Withdrawn) The system of claim 31, wherein the destination device is a device selected from a group consisting of a desktop personal computer, a laptop, a mobile telephone, and a personal digital assistant (PDA).

33.   (Withdrawn) The system of claim 31, further comprising a report module configured to generate reports containing information regarding usage and resources of the Internet delivery system.

34.   (Currently Amended) A computer-readable storage medium containing a set of executable instructions, which when executed by one or more processors, cause said one or more processors to implement a method comprising:

storing a plurality of display formats in a database, said display formats including at least a default display format and a custom display format;

storing information indicating whether one or more of said plurality of users is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;

determining, upon a valid authentication of a user from said plurality of users, whether the authenticated user is said specific type of user; [[and]]

delivering, upon determination that the authenticated user is said type of user, a system display page formatted in said custom display format, said system display including a list of one or more electronic information products;

delivering, upon determination that the authenticated user is not said specific type of user, the system display page formatted in said default display page format;

receiving a request for an electronic information product from said one or more electronic information products listed on said system display page;

formatting, upon determination that the authenticated user is said specific type of user, said electronic information product to a customized version corresponding to said custom display format via retrieving one or more information items from said one or more content databases;

delivering, upon determination that the authenticated user is said specific type of user, [[a]] said customized version of [[an]] said electronic information product formatted in said custom display format, said electronic information product including information retrieved from the one or more content databases the specific type of user is authorized to access; and

delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product or another electronic information product formatted in said default display format.

35. (Previously Presented) The computer-readable storage medium of claim 34, wherein the custom display format includes presentation logic on how to create the customized version of the electronic information product.

36. (New) The method of claim 1, wherein said customized electronic information product includes information associated with embedding said customized electronic information product in said display page.

37. (New) The method of claim 1, wherein said formatting said electronic information product to said custom display format further includes:

accessing an application framework communicable with one or more services associated with said electronic information product, and

retrieving, via said application framework, information associated with said custom display format from said one or more services.

38. (New) The system of claim 10, wherein said customized electronic information product includes information associated with embedding said customized electronic information product in said display page.

39. (New) The system of claim 10, wherein said one or more modules are further configured to:

access an application framework communicable with one or more services associated with said electronic information product, and

11

retrieve, via said application framework, information associated with said custom display format from said one or more services.

40. (New) The method of claim 20, wherein said customized electronic healthcare information product includes information associated with embedding said customized electronic information product in said display page.

41. (New) The method of claim 20, wherein said formatting said electronic healthcare information product to said custom display format further includes:

accessing an application framework communicable with one or more services associated with said electronic healthcare information product, and

retrieving, via said application framework, information associated with said custom display format from said one or more services.

42. (New) The computer-readable storage medium of claim 34, wherein said customized electronic information product includes information associated with embedding said customized electronic information product in said display page.

43. (New) The computer-readable storage medium of claim 34, wherein said formatting said electronic information product to said custom display format further includes:

accessing an application framework communicable with one or more services associated with said electronic information product, and

retrieving, via said application framework, information associated with said custom display format from said one or more services.